

"SIMON &
SIMON"

"THE
VERDICT"

MX
MISSILES

DEFENSE
CONTRACTORS

DON
MARTIN

...and the usual gang of idiots are all in this issue of...

No.
239
JUNE
1983

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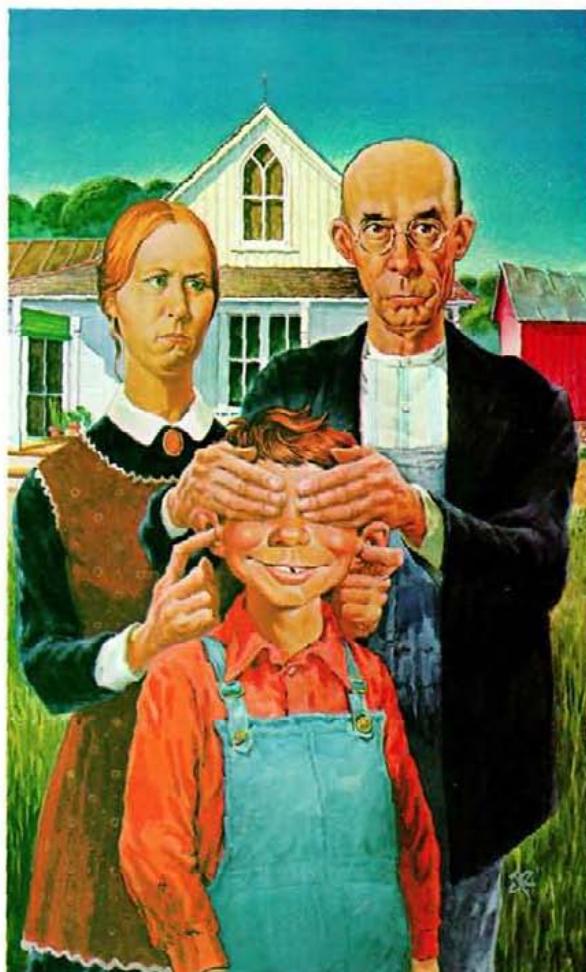
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—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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SIMPLE"
(A MAD
TV Show
Satire)
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TO HIDE
THE
MX
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Pg. 12



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LOOK AT
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"THE
VERDICCH"
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Movie
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LETTERS DEPT.



"SAVE 20¢"

Congratulations on the March '83 "Save 20¢ On This Issue" cover. The man at the newsstand gave me 20¢ change! Keep up the good work!

Rosemary Grosse
Ridgewood, NY

You guys thought you were so smart telling us to save 20¢ by not writing to tell you how bad the issue was. Schmucks! If we didn't write to tell you how bad it was, and we didn't send the letter Federal Express, we could save \$25 or more!

Melinda Hodges
Stokesdale, NC

I saved a dollar by not buying the magazine at all!

Mike Feeney
Northvale, NJ

A CHANGE OF MENU

Next time you're short a two page article for the magazine, just change the title of "How To Read An Airline Menu" to "How To Read A Hospital Menu." It applies perfectly.

Joe Hainthaler
N. Haledon, NJ

NOT KOSHER

I have one question concerning your article "Other 'Truth In... Laws'". Why is it that all the men are wearing Jewish beanie hats at a Catholic Confirmation ceremony?

Patty LaShoto
Medford, MA

They got on the wrong bus.—Ed.

"SOAP OPERA LAWS"

My concern and kind thoughts go out to Angelo Torres and Mark Dressler, who sacrificed their minds while doing the research which produced "Some Simple Laws That Make Sense Out Of Soap Operas". Such valor surely must be rated "above and beyond the call".

S. Thomas
Tacoma, WA

BIG MOUTH OF THE SOUTH

The intelligence of you Yankees never ceases to amaze me. We folks here in Tennessee probably see more of them than the northern states where they live. In issue #237 in the "Foreigner's Travel Guide To The U.S." you point out that all visitors should make their way to Nashville to see Elvis's "shrine". Nashville is the home of many historic and beautiful landmarks, gentlemen, but it is Memphis which has Graceland, Elvis's home. It would sure make us volunteers a lot happier if our friends to the north would educate themselves before degrading "The Three Great States Of Tennessee" by mislocating such a famous landmark!

Lance Douglas
Knoxville, TN

FOLLOWING THE INSTRUCTIONS

Mr. Steve Ross
Chairman, Warner Communications, Inc.
75 Rockefeller Plaza
New York, NY 10019

Dear Mr. Ross:

Pursuant to the directions in the current issue of **MAD** Magazine, I am writing to tell you that I think **MAD** is absolutely great, and that William Gaines, Albert Feldstein, Nick Meglin, John Ficarra, Leonard Brenner and Tom Nozowski (to name only the top six on the masthead) are doing a magnificent job.

The above-mentioned deserve a good pat on the back, a substantial Christmas bonus and a hefty increase in salary.

I've been a fan of **MAD**'s for 25 years now, and hope to keep it up for another 25!

Scott Crom
Beloit, WI

The above letter is typical of the thousands upon thousands that have poured in since our "Extremely Important Message" was printed. As of yet, no hefty raises for the staff, but we're still hopeful.—Ed.

While sitting here this Christmas Eve waiting for Santa Claus to bring me my goodies, I began reading the March '83 issue of **MAD**. I must take this opportunity to thank you for the complete instructions on how to read the magazine. I never knew how 'til now! Since I have been raised to follow instructions, and I am a female between the ages of 19 and 35, I am enclosing a photo of myself as you instructed. I hope this will be as useful to you as your magazine is to me.

J.E. Baushe
Lansing, IL



A **MAD** Reader: Her Best Side?

I protest and argue—what's more—I deplore your request for girls "between the ages of 19 and 35" to send in their photographs and phone numbers. (**MAD** #237, "An Extremely Important Message From The Editors"). What is wrong with the extremely wonderful girls over 35? We are warm, beautiful, sexy, intelligent and we know a thing or two. I think your outlook is prejudiced, narrow and obnoxious. What's more, you'll miss out on a lot!

Carol Mikelsons
Age 39
Peckskill, NY

You're right! And you sound great! Send us your photo.—Ed.

WEIGHTS, MEASURES & DISTANCES

6. tons... is the total amount of junk in Andy Rooney's office.

Steve Sestrich
Pittsburgh, PA

"PALTRY GUISE"

Your version of "Poltergeist" was great! It had to be written by a ghost writer!

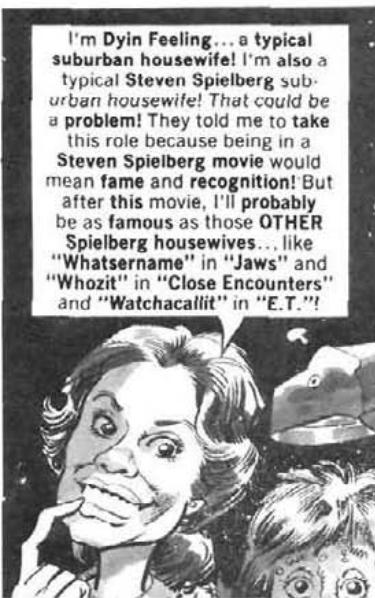
Davy Frankle
Staten Island, NY

I have one question. How did JoBeth Williams (the mother in "Poltergeist") become a non-entity with you guys? When you satirized "Kramer vs Kramer" (MAD #217) you claimed she was a "10"!

Richard Blue
Hollywood, CA



JoBeth Williams: From A "10"...



...To A Non-Entity

That's show biz!—Ed.

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- Dr. Jekyll & Mr. MAD
- Steaming MAD
- MAD at You
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- The Cuckoo MAD
- The Medicine MAD
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- Swinging MAD
- MAD Overboard
- MAD Clowns Around
- The MAD Treasure Chest
- MAD Sucks
- SuperMAD
- Abominable Snow MAD
- MAD About The Buoy
- MAD for Kicks
- The Uncensored MAD
- Pumping MAD
- MAD Horses Around
- The Eggs-Rated MAD
- A MAD Carnival
- Explosive MAD
- MAD Barfs
- Eternally MAD
- ARAGONES "Viva MAD"
- ARAGONES MAD about MAD
- ARAGONES MAD by Yours
- ARAGONES In MAD we Trust
- ARAGONES MAD as the Devil
- ARAGONES Incurably MAD
- ARAGONES Shootin' MAD
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- More MAD About Sports
- MAD Around the World
- MAD Goes Wild
- Get Stuffed With MAD
- The MAD Jock Book
- MAD Word Power
- Politically MAD
- MAD Look at the Future
- MAD Book of Mysteries
- MAD Cradle to Grave Primer
- MAD Make Out Book
- MAD Clobbers the Classics
- MAD Book of Revenge
- MAD Guide to Careers
- MAD Survival Handbook
- MAD's Fast Living
- History Gone MAD
- The MAD Worry Book
- MAD Weirdo Watchers Guide
- MAD Stew
- The Sound of MAD
- EDWING Bizarre Bazaar
- EDWING Book of Almost Superheroes
- Clod's Letters to MAD
- PORGES How Not To Do It

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Hi! I'm Dum Magnum... as if you didn't know! You may wonder what I'm doing here in this ridiculous magazine when you usually see me in **more intelligent** and **sophisticated publications**... like "THE STAR" and "THE NATIONAL ENQUIRER"!!

Well, let me try to explain...! First of all, I'm sure you're all familiar with the weekly TV series that's blessed with the good fortune of following **my** top-rated show on CBS every Thursday night, right?

THIS SMOOTHERS THE BROTHERS DEPT.

SIMPLE

Are you anybody famous?

I'm A.K. Simple... and what I'm about to say doesn't make very much sense... but then, nothing DOES on this show!

For instance... would you believe that this sloppy, ill-dressed clod-kicker, who looks like a reject from a Marlboro ad, is my BROTHER??

that he lives in this old house-boat parked on my lawn, drives a beat-up pickup truck, and is a six-pack and pizza man... while I live in this great waterfront pad, drive an expensive sports car, dine at the finest restaurants and drink vintage wines??

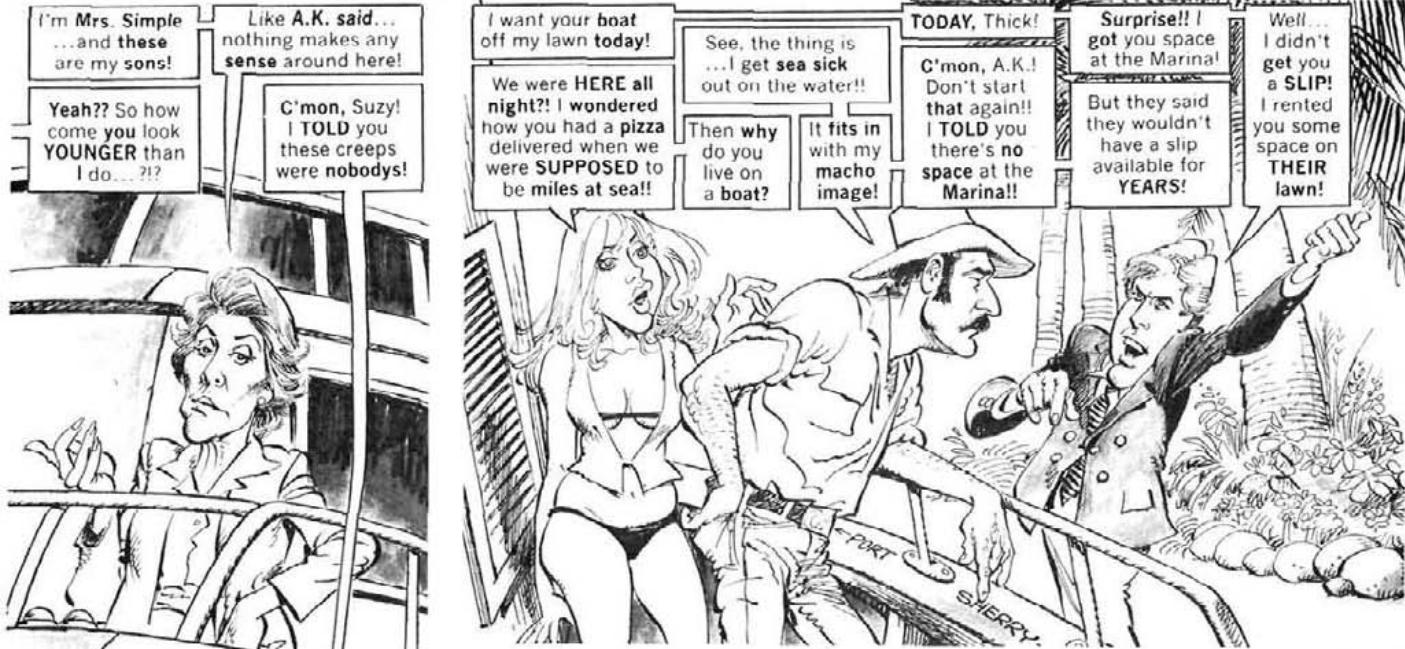
You bet it doesn't make much sense... especially since we're PARTNERS in a Detective Agency, and we're supposed to be SPLITTING everything 50-50!



Well, if it weren't for my left-over audience, that turkey would have been cancelled months ago and been replaced with something really original... like "The Thursday Night Movie"!!

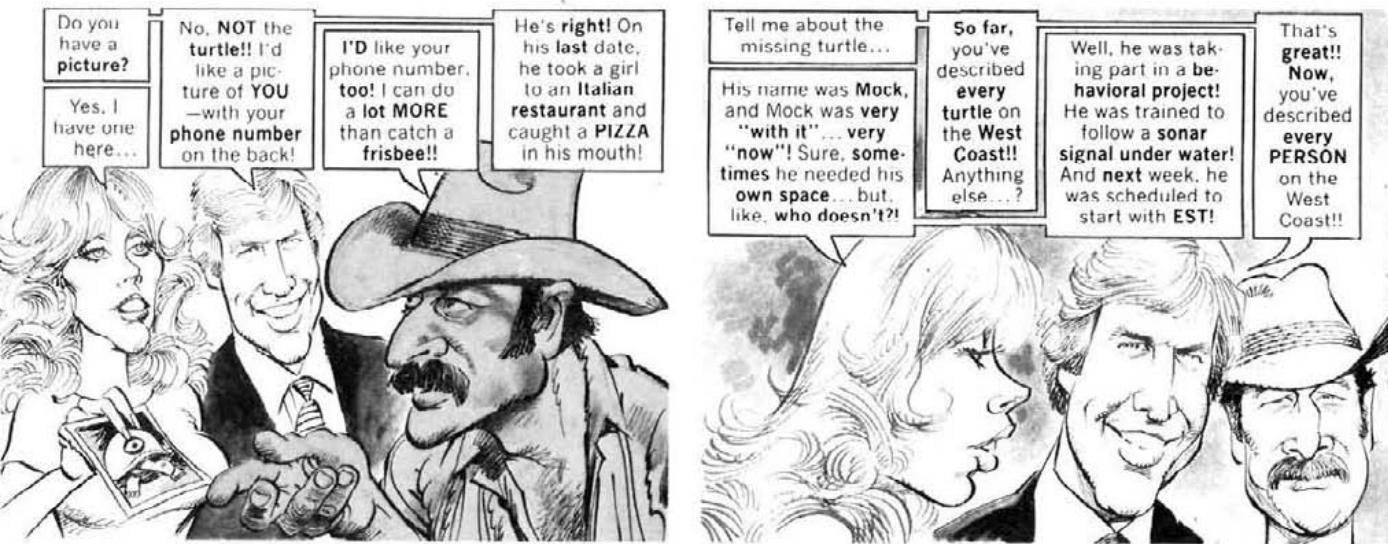
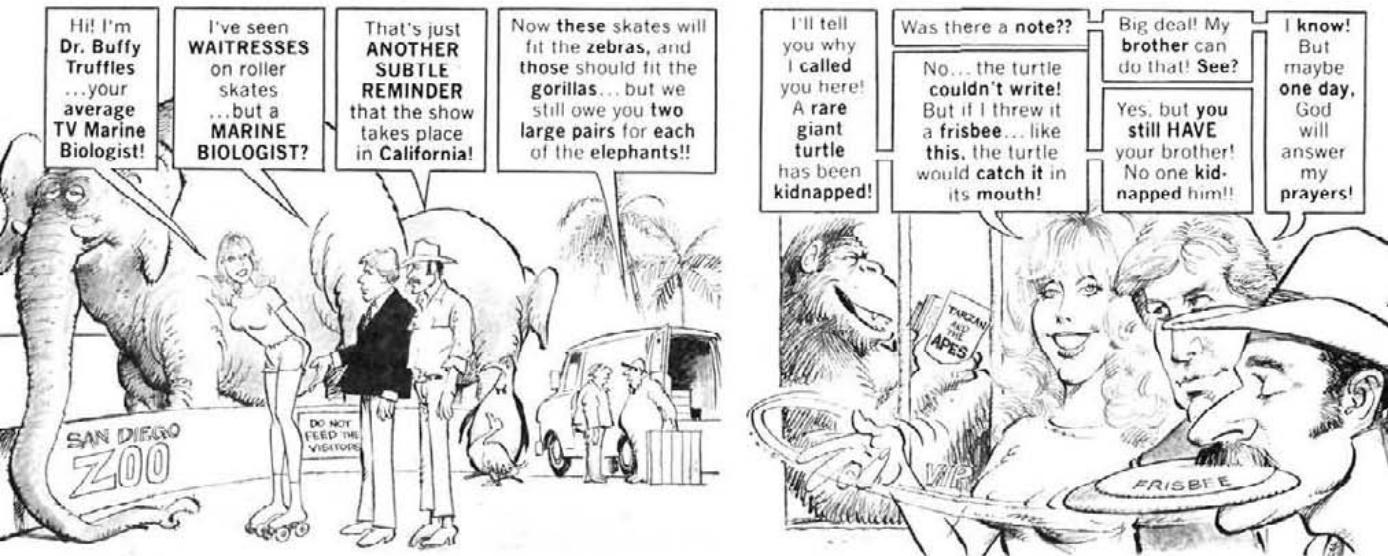
And so, to make sure you MAD clods **read** it, MAD's Editors figured they'd do the same thing **CBS** does, and get me to do the lead-in to their version of the freak hit about the two detectives whose **names** describe their show's plots... and their show's intelligence level:

& SIMPLE



ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE AND DICK DE BARTOLO





Oh, wow!
Talk about
your
sibling
rivalries!

Hey,
A.K.!
Do you
HAVE
to
DIP??

Thick, you know how—every
week—when I tell you to
move your boat, and then
you ask me if you can use
my shower and I say "No!"?
Well, I just changed my mind!

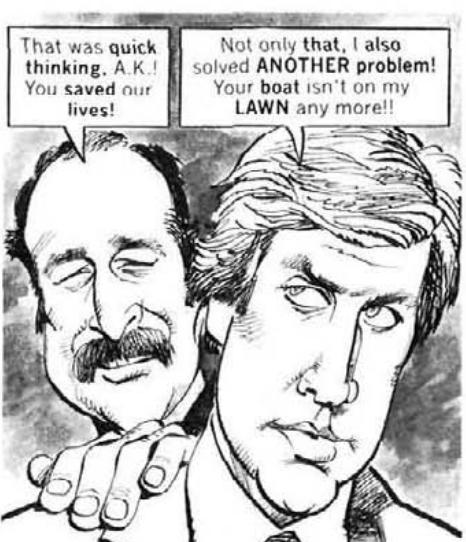
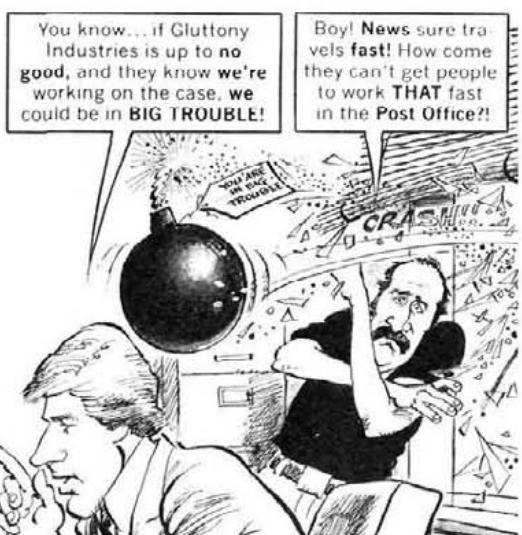
You CAN
use my
shower!
Please
use it!
NOW!!

Thick... why don't you
do one of your famous
"character" bits down
at the **waterfront**, and
see if you can pick up
anything on the turtle,
while I take Buffy home!

WHAT?! You take
the girl home...
while I hang out
with a bunch of
sweaty sailors??!
That's *ridiculous*!

No... the
ridiculous
part is that
you **always**
agree to do
these dumb
assignments!





Hey, Jamit...
somebody just
tried to kill
your favorite
gorgeous hunk
of detective!

Oh, NO!! Is Magnum all right?
I'm not talking about Magnum!!
I'm talking about the two real-
ly macho detectives who work
side by side all the time and—

Gee... I sure
hope **Cagney** and
Lacey are **OKAY**!
Forget
it!!

Can that computer
give us a list of
people who'd like
to **silence** **Simple**
and **Simple**... ??

Sure! There's Gene Shalit, Joel
Segal, Robert MacKenzie, Marvin
Kittman, Judith Crist, Rex Reed—
We mean **BESIDES** TV Critics!



See if your com-
puter can come up
with anything on
a turtle named
"Mock" ... and a
company called
"Gluttony
Industries" ...

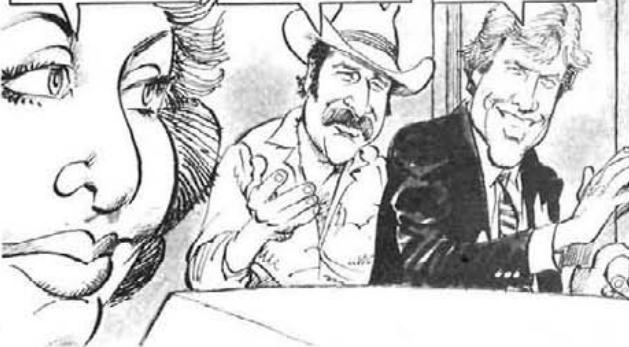
Okay! Let me program the information! First,
I have to **turn off** this "Humor Circuit" so
the computer doesn't have a laughing fit at
the lack of logic we're displaying here...!

And now, just as soon as I put my hand over
the brand name of this computer to **protect**
its **identity**, we'll have our information...

Okay, here's the
dope! **Gluttony**
is conducting an
"Anti-Missile
Weapons Test
And Topless
Barbeque Picnic"
at noon today!!

I mean, is this
whole town laid
back, or what?!
An "Anti-Missile
Weapons Test
AND Topless
Barbeque Picnic"??
Wow! I **LOVE** it!

What a **break**!!
This may be it!
Let's pick up
some **bombs**...
some **bullets**
...and our
Bikinis, and
get out there!!



Something's
not exactly
kosher about
those **TWO**
FISHERMEN!
Why are they
wearing masks?

They probably
would like to
work in tele-
vision again
after this
show is over!

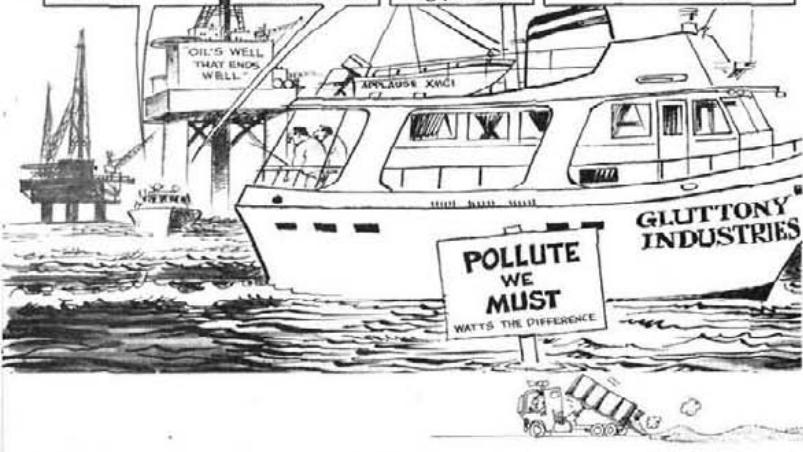
There's some
thing very
suspicious
going on!!
They're tak-
ing pictures!

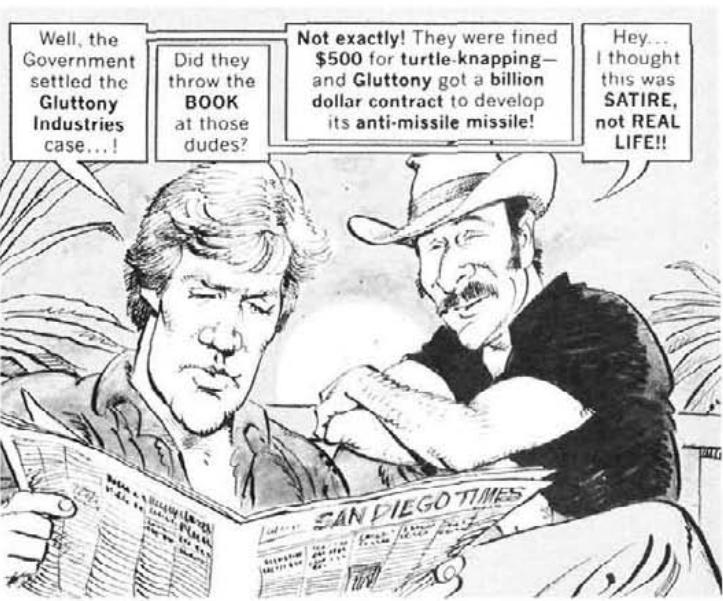
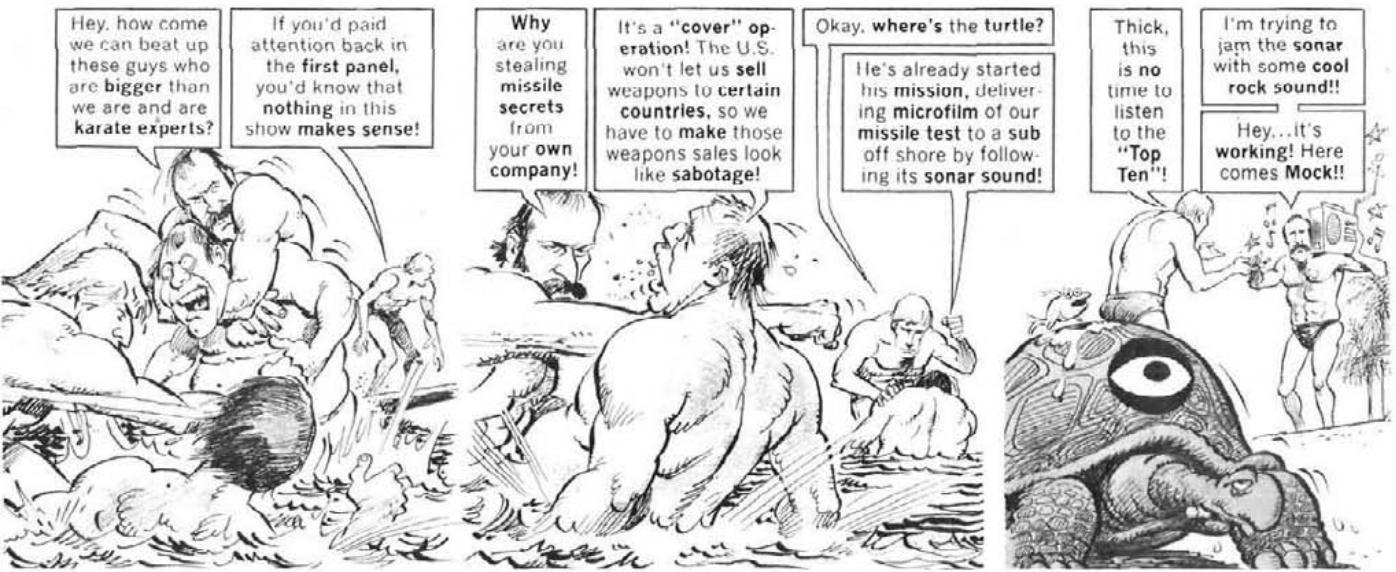
What's so suspicious
about taking pictures?
With **FISHING POLES**??
And besides, the
"TOPLESS BARBECUE"
is the other way!!

Holy
cow...
they're
shooting
at us!!

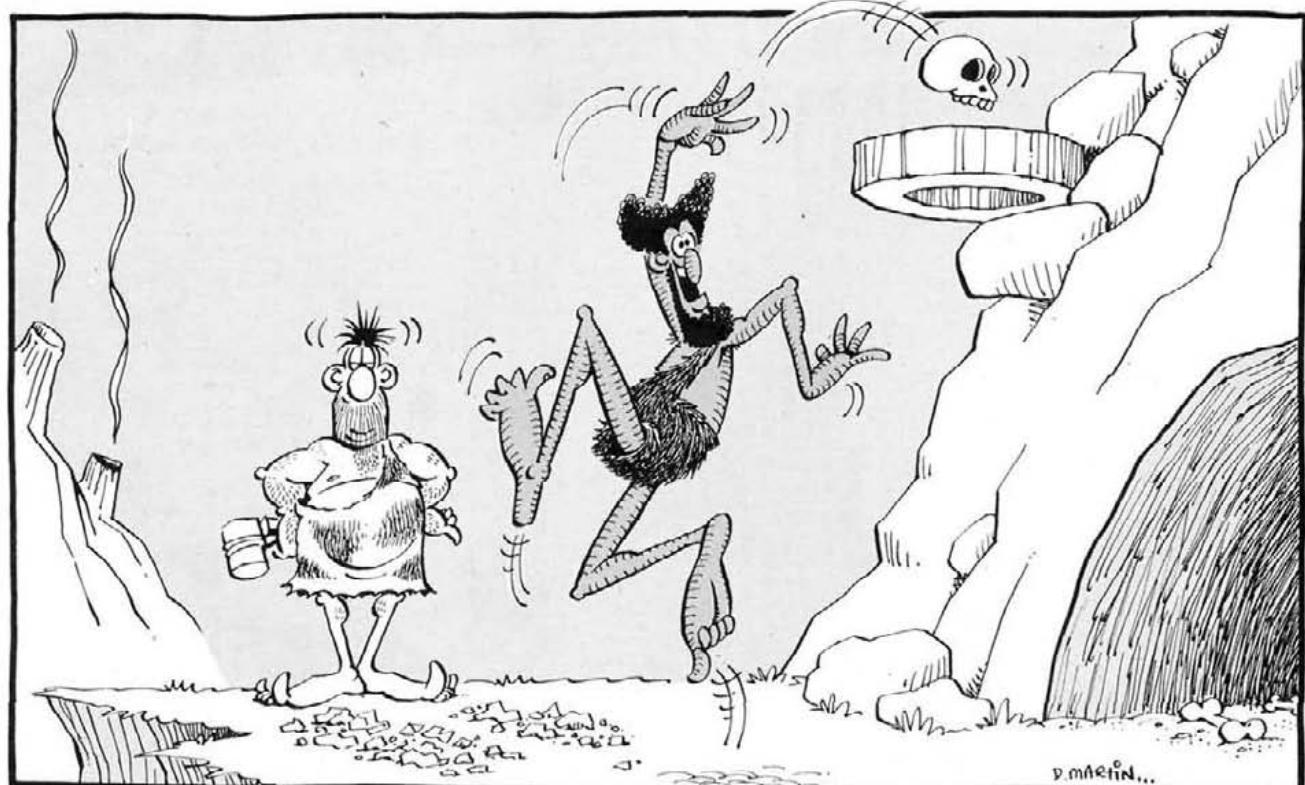
Now I'D call
THAT suspicious!
Let's get them!!

They've got guns and
are **shooting** at us—
and you want to go
chase them?! I'D
call that **INSANITY**!





ONE PREHISTORIC MORNING WHILE INVENTING



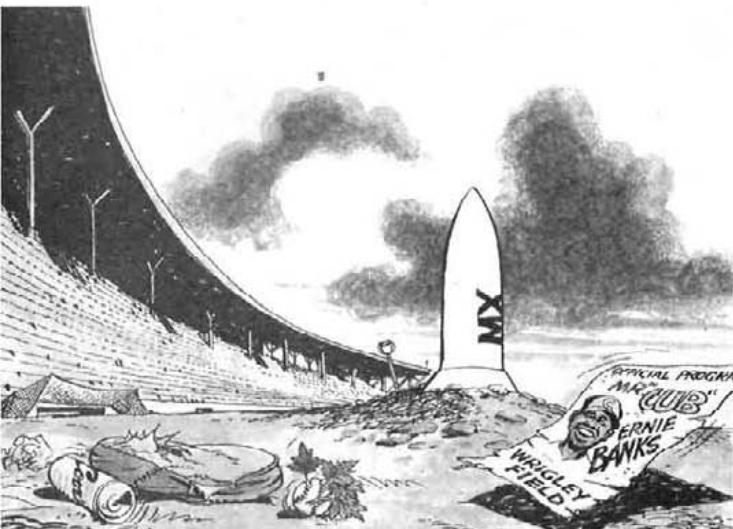
BOMBS AWAY DEPT.

One of the problems facing the Reagan Administration is what to do with the M-X Missiles. Mainly... where to hide them so the Russians won't find them. Now this may be a problem for the big brains at the Pentagon, but not for us bird brains at MAD. We figure there are plenty of places to hide missiles. Lonely, deserted, out-of-the-way spots where no one would ever think to look. To show you what we mean, here are a few MAD suggestions for fool-proof—

PLACES TO HIDE THE M-X MISSILES WHERE THEY WILL NEVER BE FOUND

ARTIST: GEORGE WOODBRIDGE

WRITER: PAUL LAIKIN



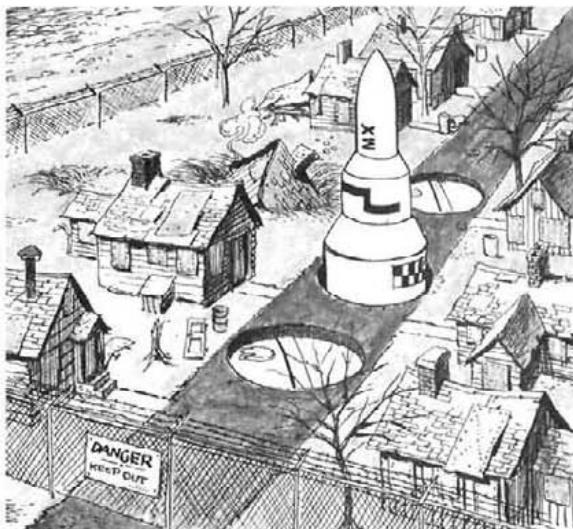
12 IN WRIGLEY FIELD, WHETHER THE CUBS ARE PLAYING OR NOT



IN CHRYSLER SHOWROOMS AROUND THE COUNTRY



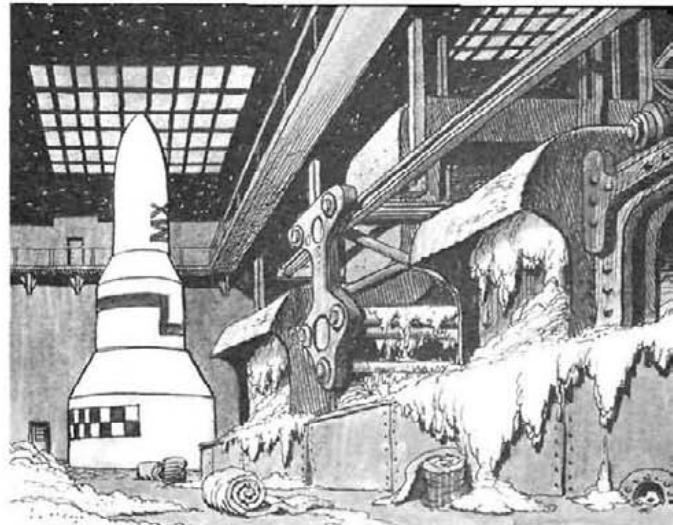
IN THE RICHARD M. NIXON LIBRARY
(wherever they build it)



IN ANY HOME ALONG THE LOVE CANAL



IN ANY "STRAIGHT" BAR IN SAN FRANCISCO



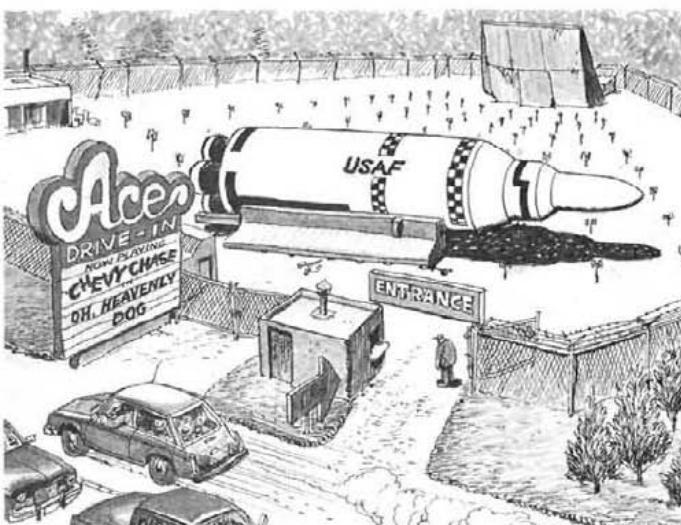
IN ANY ASBESTOS FACTORY AROUND THE COUNTRY



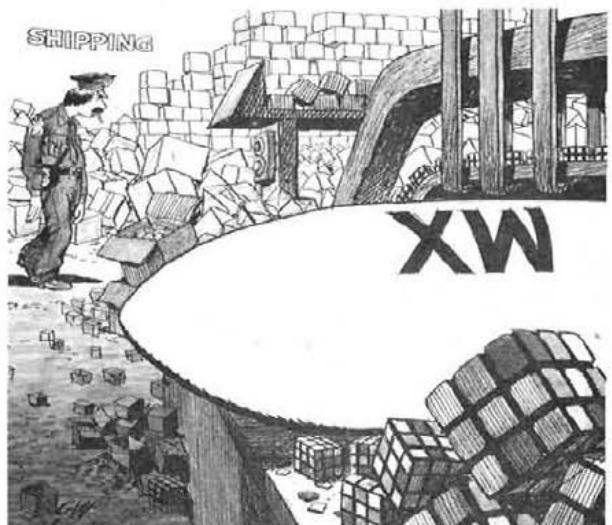
IN CENTRAL PARK AFTER DARK...AND...



IN THE SOUTH BRONX ANY TIME OF THE DAY OR NIGHT



IN ANY THEATER SHOWING A MOVIE WITH CHEVY CHASE



IN ANY RUBIK'S CUBE PACKAGING PLANT

We're all pretty familiar with the kinds of notes us plain, ordinary folks jot down on our desk calendars to remind us of the unexciting, dull things we have to do each day. But have you ever wondered what

A RANDOM MAD COLLECTION OF

PAGES FROM CE

MUHAMMAD ALI

March 1983						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

15

Talk to National
Geographic Magazine
about having me officially
named "THE EIGHTH
WONDER OF THE WORLD"!
Come on dental appoint.
Can't stand the pain of
having my mouth open...
and not talking!

Call Don King re:
next Comeback fight
...with George Steinbrenner?
...Billy Martin?
...Herve Villechaize?
Check into
"Weight Watchers"!

RONALD REAGAN

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FRIDAY
DECEMBER 31 1982

Ask Secy of Interior Watt why
Environmentalists hate him...
as soon as he gets back from
dedicating the new "GRAND CANYON
CONDOOS" --

Tell my old Show biz agent I
like his idea of doing a cameo
role in a film to hype my image
with the youth. But what in
"Cheech and Chong"???

Say something nice about
broads and colored folks
in my next "EQUALITY"
speech

MICK JAGGER

THURSDAY

6

JANUARY						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JANUARY

MAKE TASTEFUL ENTRANCE AT UNCLE BOB'S FUNERAL
TODAY. PAINT THE CHERRY-PICKER BLACK.

SET ASIDE THREE SEATS AS A "NO SMOKING" SECTION
AT MY NEXT CONCERT...FOR MY FANS WHO DON'T
DO POT.

SEND FOR "Learn GUITAR AT HOME" COURSE--TODAY!
CALL TAILOR. ASK WHY MY PANTS ARE STILL SHAKING
WHILE HANGING IN THE CLOSET!

BROOKE SHIELDS

FEBRUARY

7

MONDAY

Ask Mom if I'm too old to date
Roman Polanski--

Call Dermatologist re: Is it all
right to use turpentine on my
skin to peel off my Calvins?

Tell "Penthouse Magazine" it's
okay to use nude photos of me
at age 9 for their "KID PORN" article
as long as it's done in good taste!

Confirm Cover Photo Sessions for:
"People" "Glamour" "Seventeen" "Motor Trend"
"Popular Mechanics" and "Smithsonian"

FEB
S M

6	7
13	14
20	21
27	28

kinds of messages famous people leave for themselves on their daily calendars? No? Well, neither do we! But we're on a roll with this terrific introduction, and we can't stop now! So here we go with—

WRITER: LARRY SIEGEL

LEBRITIES CALENDARS

JOHN McENROE

WOODY ALLEN

Get in shape for
Sat.'s big match:
Yell at maid!
Scream at accountant!
Break three lamps!
Work on obscene gestures!

Check why no mail from
"John McEnroe Fan Club"!
Check why no
"John McEnroe Fan Club"!

Sunday, January 23

JANUARY 1983

March 19

SEND GOLD WATCH TO MY SHRINK
FOR OUR 25TH ANNIVERSARY
TOGETHER. (WHO SAID I'M
INCAPABLE OF HAVING A LASTING
RELATIONSHIP!?)

SEND ANGRY NOTE TO SALVATION ARMY
FOR REJECTING MY LAST CONTRIBUTION
OF USED CLOTHING. WHAT DO THEY
MEAN BY "NOBODY'S THAT HARD UP"?

THROW A PARTY FOR MARLON BRANDO.
HE PROBABLY WON'T SHOW UP...
BUT THEN NEITHER WILL I!

JERRY FALWELL

24

Thursday
February
1983

Softens image as Right Wing
Extremist by opening dialogue
with Punks and Liberals.
Start today by inviting Billy
Graham to lunch.

Begin filming my new
religious TV show, "God
and Jerry"! (Talk to
producer about order of
title billing!)

Check Bible for
appropriate passages
on the evils of
electronic
games!

FEBRUARY 1983						
T	W	T	F	S	S	S
1	2	3	4	5		
8	9	10	11	12		
15	16	17	18	19		
22	23	24	25	26		

BURT REYNOLDS

Thursday

5

Friar Roast this Saturday--
--Write appropriate zinger
--Pick out appropriate jeans
--Choose appropriate hair piece
(ORDER NEW SUPPLY OF GLUE FOR ABOVE)

Call Acting Coach re: Brush-up course
in "CUTENESS"

For my big date with the "Dallas Cowboy
Cheerleaders" tonight, order the
following:

--Flowers --Champagne
--Two dozen satin sheets
--Paternity suit release forms
--Oysters and Ginseng
Oxygen tank

SICKNESS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

JOGGING



MARRIAGE



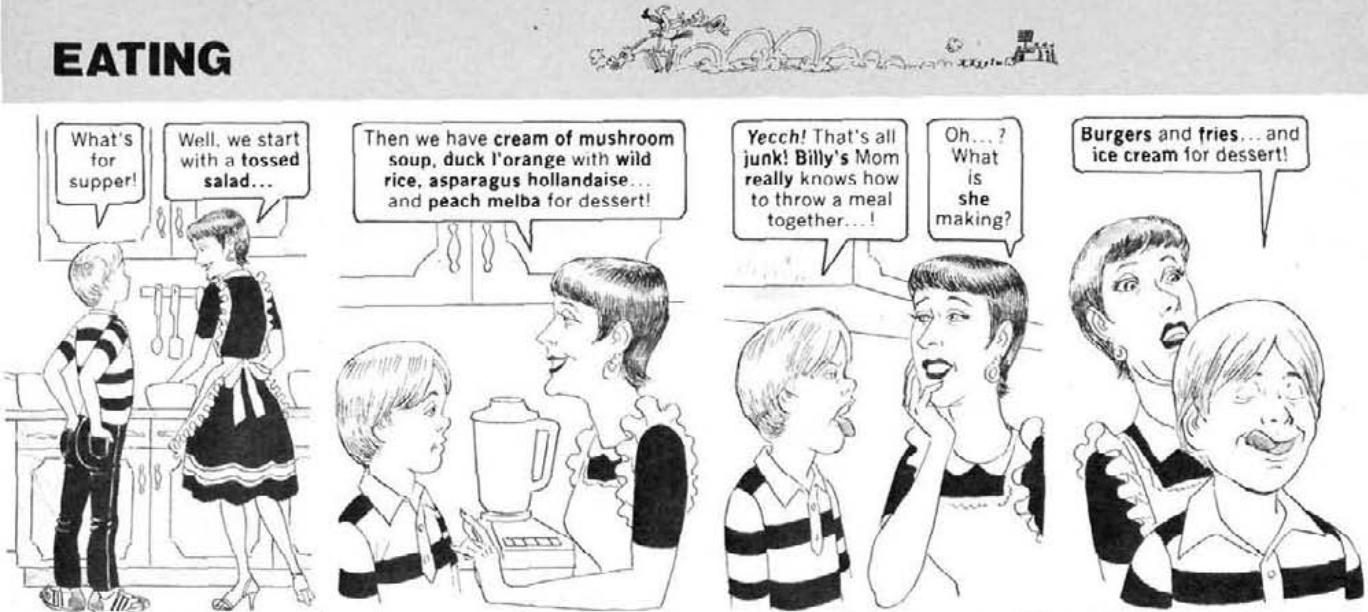
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SCHOOL



EATING



OFFERS



SLEEP



PERSONALITIES



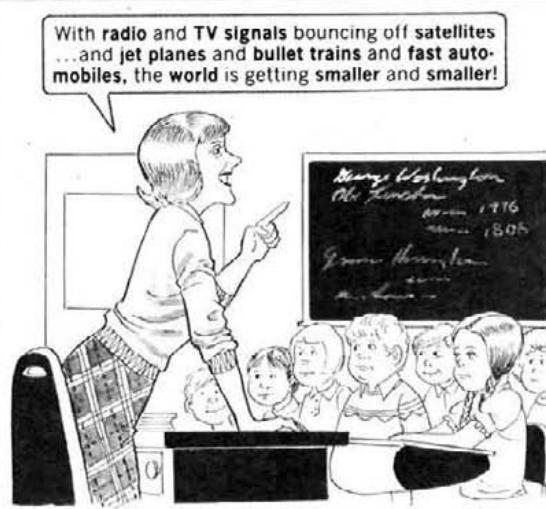
BUMPER STICKERS



**BEEP!
BEEP!
BEEP!**



LOGIC



PETS



NEIGHBORS



EMPLOYMENT



TELEVISION



ONE FINE AFTERNOON AT THE DENTIST

Well...! It's been
seen you, Mrs. Fr...

time since I've
How've you been?

Glackk ackah
frmf grblik!

Jh-huh! And your Husband?
He been doing these days?

Okle glaht mrmfle
gluckle skrblik!

THIS IS A TEST!

For the next sixty seconds, **MAD Magazine**, in voluntary cooperation with the Magazine Publishers of America, will conduct a test of "The Emergency Publishing System." This is only a test...

SCHMUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUU
UUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUU
UUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUU
UUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUUCK

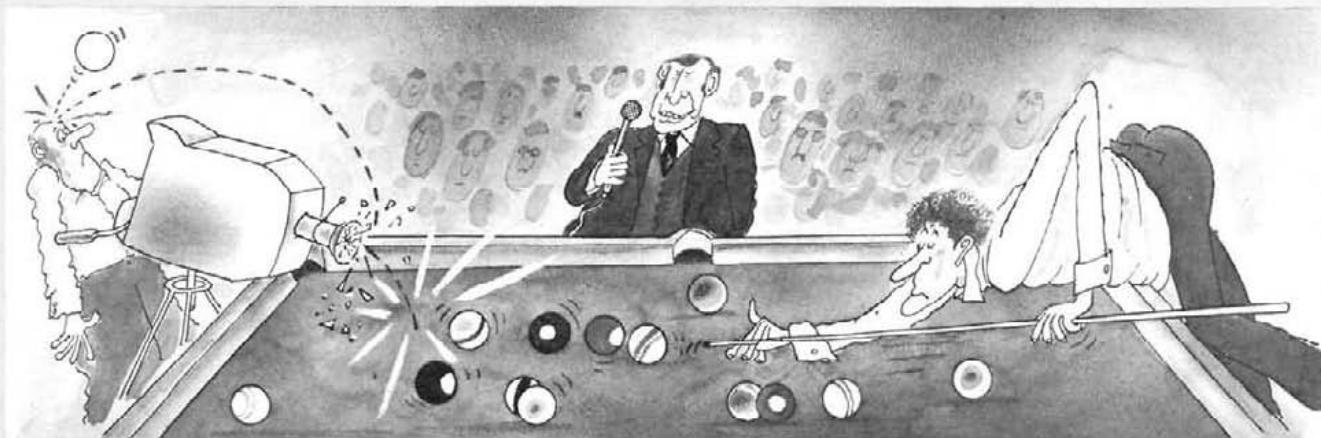
This has been a test of "The Emergency Publishing System." Had there been an actual emergency, you would have been instructed as to which articles in **MAD** would take you seven minutes or less to read... which is about how long the Pentagon estimates you'd have left.

This concludes our test of "The Emergency Publishing System." Thank you.

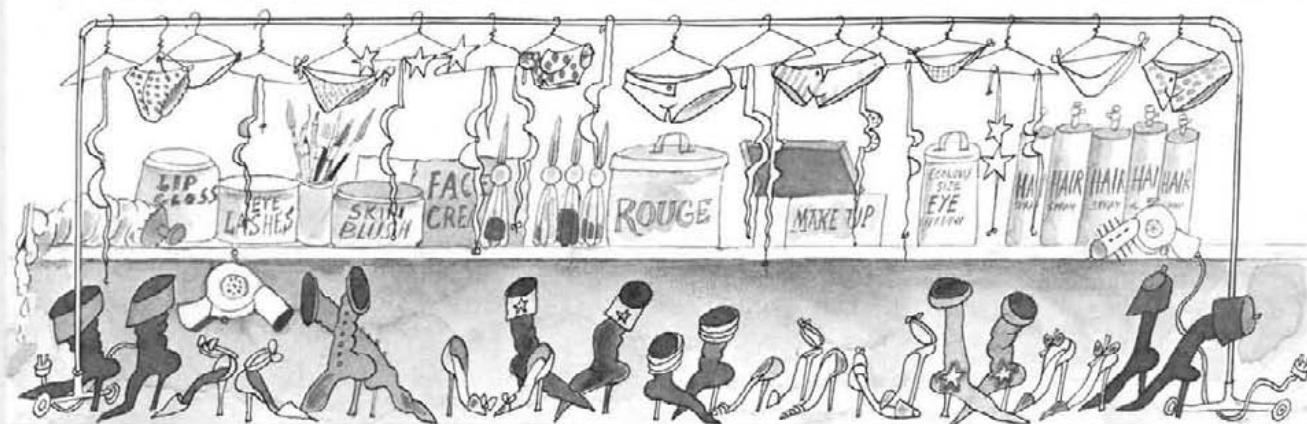
WRITER: JOHN FICARRA

A MAD LOOK A

ARTIST & WRITER:



MECHANICAL DIFFICULTIES FORCE AN INTERRUPTION ON "WIDE WORLD OF SPORTS"



THE ENTIRE WARDROBE DEPARTMENT FOR "CHARLIE'S ANGELS"



REMOTE NEWS COVERAGE LOSES ITS AUDIO AND VIDEO



T BIG-TIME TV

PAUL PETER PORGES



IMMEDIATELY AFTER THE SIGN-OFF ON "FAMILY FEUD"



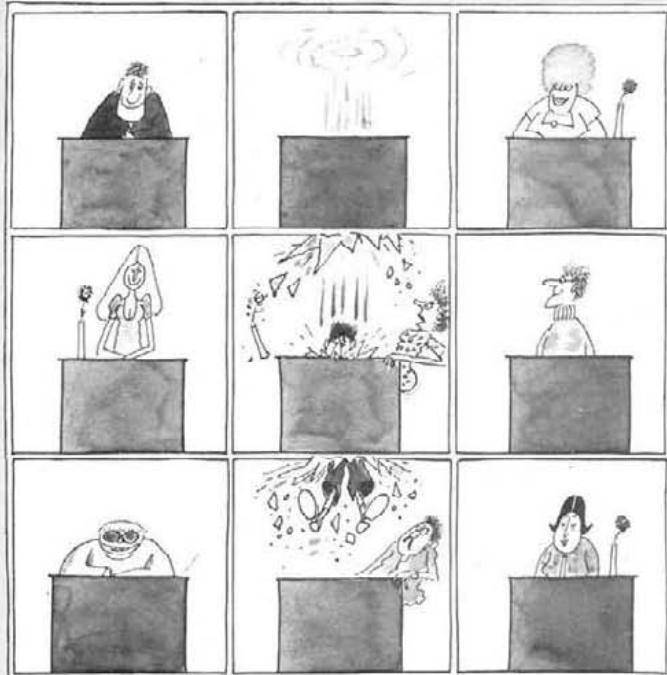
"60 MINUTES" EXPOSING "20/20" EXPOSING "60 MINUTES" EXPOSING "20/20"...



FANS WAITING OUTSIDE THE STUDIO STAGE DOOR FOR DON RICKLES



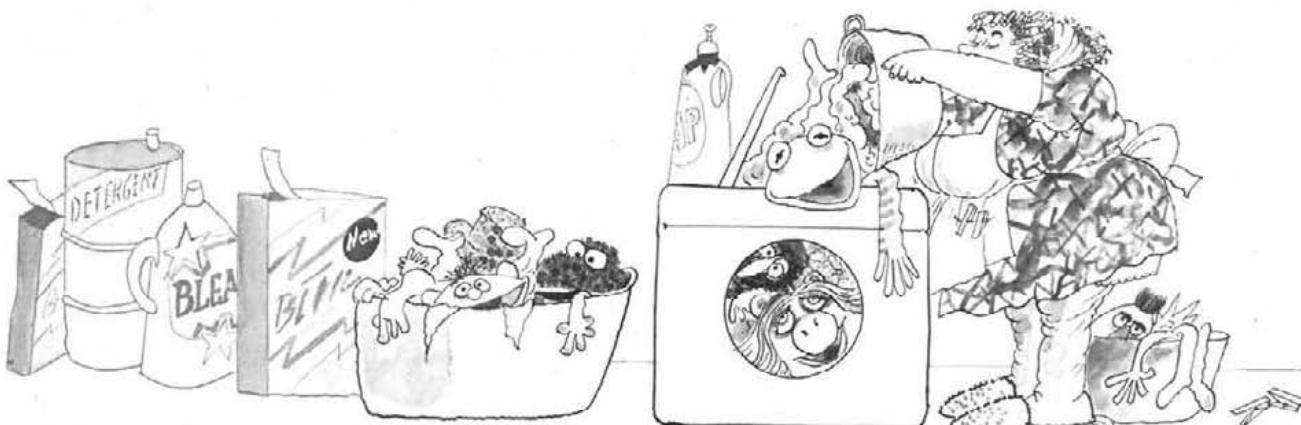
SCHEDULING MIX-UP ON "SERMONETTE"



BREAKTHROUGH ON "HOLLYWOOD SQUARES"



DURING A COMMERCIAL BREAK ON "THE JOHNNY CARSON SHOW"



CLEANUP TIME FOR THE MUPPET SHOW

ARMS ROBBERY DEPT.

President Reagan wants to spend almost two trillion dollars on defense in the next few years. (We spelled out "two trillion" because we don't even know how many zeros there are in a trillion!) This news got us to wondering where all the money would be going. So we decided to check it out by assigning the one man really qualified to investigate this madness, MAD's top investigative reporter, Ed Razzner...who needs the work since he stopped playing Lou Grunt. Anyway, here's Ed's report on



MAD'S

"DEFENSE CONTRACTOR" OF THE YEAR

ARTIST: AL JAFFEE

WRITER: LOU SILVERSTONE

Hi! I'm Ed Razzner, hard-hitting, tough reporter for MAD Magazine! I'm here with Mr. Dodd E. Warbucks, MAD's "Defense Contractor Of The Year"!!

Mr. Warbucks... why does your company work almost exclusively on Government Defense Contracts?

You COULD say I was patriotic!

No, I want to see ME remain RICH!

Not much... but it sounds better than saying I'm greedy!

You want to see America remain strong???

Uh—what's patriotic about that?

But can't you make as much money by producing products for Civilians...?

Are you kidding?! Those wimps are always looking for bargains or rebates or give-away sales! And in a recession, nobody wants to waste his hard-earned bucks on overpriced shoddy junk... except the Government! Yes, sir... there is never a recession in Defense Spending!!



Mr. Warbucks... wasn't your company caught over-charging the Government?

Oh... that was a simple Bookkeeper's error!

What happened? Did he make a mathematical mistake?

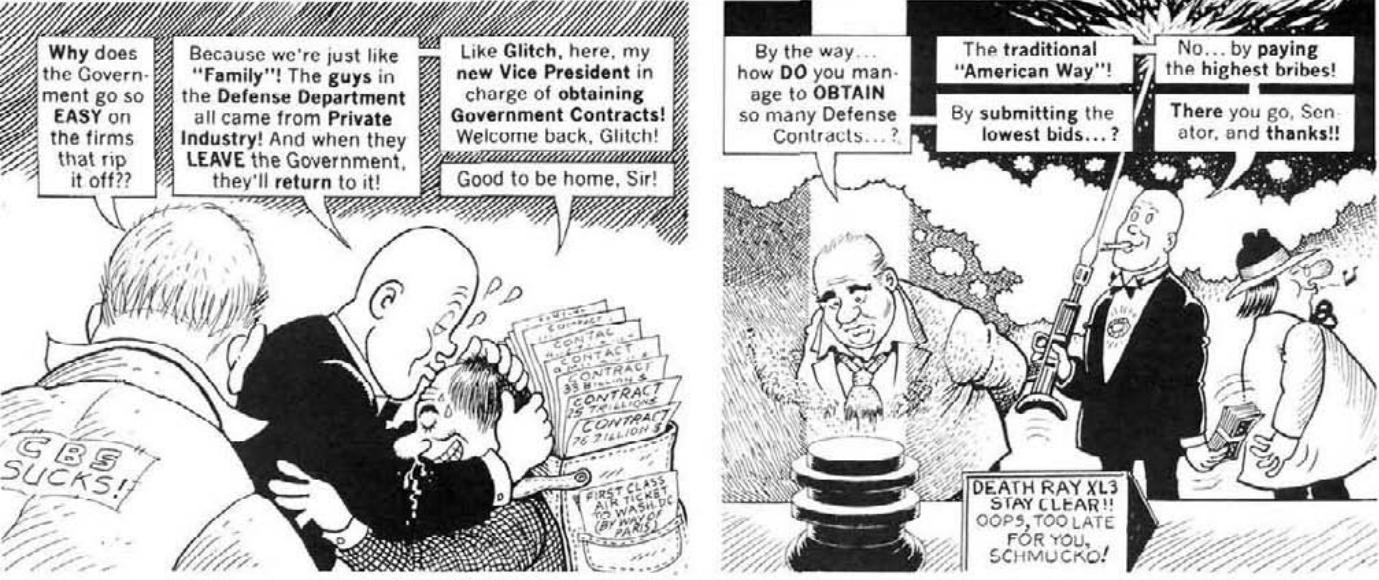
No... the idiot showed the Government Auditor the WRONG SET OF BOOKS!!

What did the Government do... hit you with a stiff fine? Cancel your contract? Throw you in the slammer?

This isn't Russia, y'know! We're not dealing with the Internal Revenue Service!! All the Defense Department does is make you repay the money you overcharged them?

Well... I also had to write on the blackboard fifty times: "I won't ever cheat the Government"!!





We demand to purchase your latest fighter planes...to defend our country against Infidels! But, even though you sell us your planes, we will still hate Americans! We will spit on your flag and say bad things about your dog of a President!

That's okay! Insulting our President is an old American tradition! We never let it interfere with business! And if you buy our latest jets, we'll train your pilots to fly them, compliments of the American taxpayer!

Would you sell weapons to a Communist country?

Do teenagers play Pac-Man?

We sell weapons to China...and they got more Commies than anybody!!

That's what free enterprise is all about! That's what makes our country great!

Not to mention making YOU very RICH!



Tell us, Mr. Warbucks, is your firm working on any NEW SUPER WEAPONS?

Armies need other things besides weapons! They SAY an Army travels on its stomach...

Oh? Are you making Field Kitchens??

Closer! If you've ever eaten Army food, you'll know how vital this project is...!!

We're making a Portable Latrine!



This was our first model of the BMX1 Portable Latrine! It cost \$75 a unit! We called it "The Casper" after Casper Weinberger, the best friend the Defense Industry ever had! All you had to do was pull a tab and PRESTO!

Gee... it looks like it's made out of cardboard!!

It's stronger than cardboard, lighter than cardboard and more flexible than cardboard! Unfortunately, it holds WATER like cardboard!



Well, we went back to the old drawing board, and came up with this beauty—completely watertight—for a mere \$200 bucks each!

I thought you said this was supposed to be a PORTABLE LATRINE!

Weightwise, it did present some problems, so we made a few minor design changes and "The Casper" is now a MOBILE UNIT! The price went up a bit also—to \$50,000! But that includes the vehicle, a special seatbelt on the John for use in rough terrain, and a roll of Charmin Toilet Tissue...!!

I'm General Wastemorede! I've been put in charge of this project!

How do you like it so far, General?

I'm afraid it needs work! Any G.I. using this will be—you should pardon the expression—a sitting duck! Those Russians would love to catch one of our boys unarmed and with his pants down! So I want some fire-power added to this baby!



Well, we can install a rocket launcher and a 25mm cannon for **\$75,000!** But we'll have to make some design changes! We don't want anybody launching a missile when he thinks he's flushing the John!!

Right! And we don't want 'im flushing the John, thinking he's blowing away the enemy ... ha-ha-ha!!

Offensively, it's A-Okay! But now I want to test its defensive strength!

Sit down there, boy!

But, Sir! I'm Ed Razzner... tough reporter!

That's an ORDER!!



See what I mean!
This outhouse needs some **ARMOR PLATING!**

Right on, General! Of course, we'll need a new engine to carry the additional weight, and a track instead of wheels! A half a million should do it!

Isn't that a bit steep just for a John??

Boy, a civilization is judged by its latrines! Take the Russians! If you tried squeezing Russian toilet paper like this, you'd get splinters! Our toilet facilities is one of the things that makes this country No. 1!!

General... there's a slight hitch! Our new design won't fit into a cargo plane! We'll have to make the new latrine so it can be disassembled, crated and then put together in the battle zone!

I like it! It's the American Way! When you buy your kid a bike, you have to put it together!! So it's only right that the G.I.s put together their own John! Make 70,000!!



I still think half a million dollars is a lot of bread to spend on a lousy portable latrine!

It's now a cool million, Ed! We've got to strip it down and re-design it for easy assembly... put it into a box... and print up instructions in English and Spanish!

Hey General how about a few extras like a plumber's helper and a reading lamp?

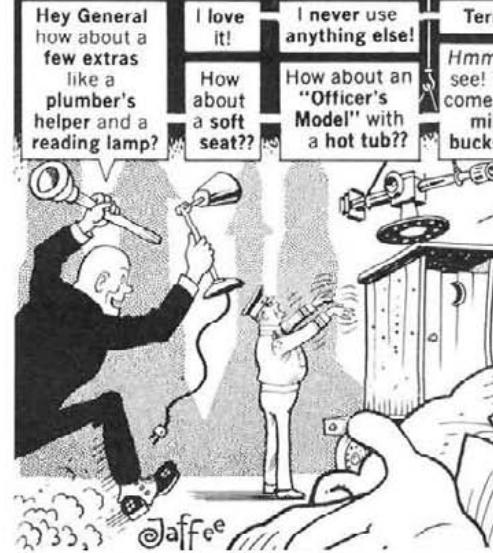
I love it! How about a soft seat??

I never use anything else! How about an "Officer's Model" with a hot tub??

Terrific!! Hmm! Let's see! That'll come to two million bucks each!

As we say at the Pentagon, damn the costs... full speed ahead!

This is Ed Razzner, signing off for MAD Magazine!



Americans are known for over-doing things, and that tendency has now spread to our current craze over running. The "Boston Marathon," the "New York Marathon" and the "Pike's Peak Marathon" have been joined by a multitude of "Celebrity 10-Kilometer Runs," "Marathons For Charity" and other fund-raising distance races. And before the fad fades, you can look forward to many more... like the ones we're about to "run" past you now in this long-winded article entitled...



LONG DISTANCE RUNS OF THE FUTURE

ARTIST: JACK RICKARD

WRITER: DENNIS SNEE

SUNDAY, APRIL 17, 1983
NBC STUDIO PARKING LOT
BURBANK, CALIFORNIA

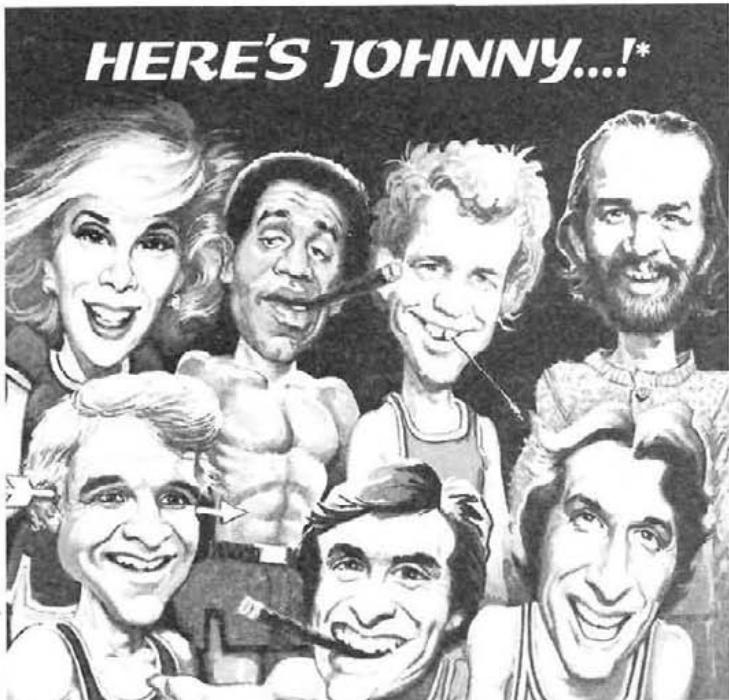
A FIRST IN DISTANCE RUNNING!

THE JOHNNY CARSON SUBSTITUTION MARATHON

NOW YOU CAN ENTER A MARATHON
AND DESIGNATE ONE OR MORE
SUBSTITUTE RUNNERS TO FILL
IN FOR YOU DURING THE RACE!

If you're a runner who needs
some help over a long distance
race, then this one's for you!

JOHNNY CARSON HIMSELF WILL
OFFICIALLY START THE RACE—
UNLESS JOHN DAVIDSON, JOAN
RIVERS OR DAVID BRENNER IS
AVAILABLE TO FILL IN FOR HIM.



*Or rather, one of Johnny's guest runners, saying
"Come on out and run in part of my Marathon!"

Send In Your Entry Blank Today...Or Designate A Guest Filler-Outer To Fill
It Out And Sent It In... And Assure Yourself A Place At The Starting Line!

SEE YOU AND YOUR SUBSTITUTES THERE!



clip and mail today

ENTRY FORM - THE FIRST ANNUAL MEATLOAF
ONE KILOMETER CARDIAC ARREST MARATHON

Name _____
Address _____
City _____ State _____ Zip _____

WEIGHT CLASS:
 Overweight
 Way Overweight
 Once Jumped Off A Bathroom Scale And Wound Up In China

CHECK ONE:
 \$4.00 Entry Fee Enclosed
 \$90.00 Enclosed For Official Race T-Shirt—Full-Body Size

FOR RUNNERS WITH LOTS OF HEART
...AND STOMACH, AND THIGHS AND CHOLESTEROL!

MEATLOAF

ONE KILOMETER CARDIAC ARREST

MARATHON

1ST ANNUAL ONE-KILOMETER CARDIAC ARREST MARATHON

OBES, OUT-OF-SHAPE RUNNERS OF ANY AGE MAY ENTER!

We want to serve notice that running is not just for the physically fit. Come out and pant, wheeze and maybe even collapse in a race featuring such non-runners as:

ORSON WELLES JACKIE GLEASON WILLIAM CONRAD SHELLY WINTERS VICTOR BUONO ELIZABETH TAYLOR

...AND YOUR PONDEROUS HOST, MEATLOAF

SUNDAY, MAY 22, 1983
GRIFFITH PARK, LOS ANGELES, CALIFORNIA

OFFICIAL RUNNERS' REFRESHMENTS COURTESY OF "STINKY'S EXTRA-RICH SHAKES" AND "MARK'S CHEESECAKES OF PASADENA"

THE FIRST AND ONLY MARATHON FOR RUNNERS WHO ALWAYS QUIT BEFORE THE FINISH!

THE ROBERTO DURAN "I GIVE UP"?K RUN

THIS SCHEDULED 10K RUN WILL ACTUALLY LAST AS LONG AS THE INDIVIDUAL RUNNER WANTS IT TO!

NO PRESSURE!
NO OBLIGATION
TO STICK IT OUT!
QUIT WHEN YOU FEEL LIKE!

The American Runners Association, in conjunction with the Louisiana Boxing Society, in recognition of the precedent established by former World Champion Roberto Duran during his title bout with Sugar Ray Leonard, will host this half-hearted run on

OCTOBER 13, 1983
BOURBON STREET
NEW ORLEANS, LA.

Celebrating The 2nd Anniversary Of The Panamanian's "Unconditional Surrender"

RACE BEGINS—AT 9:00 A.M.
RACE ENDS—WHEN YOU SAY SO!



ROBERTO DURAN, Honorary Chairman
"This race won't go the distance!"

Any excuse is sufficient for quitting: stomach cramps, leg cramps, no cramps!

Or you can quit for no reason whatever!

ENTRY FEE: \$10.00 (which includes an official "white flag of surrender" in lieu of an official marathon T-shirt)

SIGN UP NOW OR ON THE DAY OF THE RACE!

NOTICE: ANY RUNNER WHO ACTUALLY COMPLETES THE RACE WILL BE DISQUALIFIED!

IT'S ABOUT TIME! THE CHEYENNE COW PASTURE WATCH-YOUR-STEP MARATHON



GET READY TO RUN... CAREFULLY!

AT LAST...a Marathon with a real Western Flavor! We're gonna show the world that running isn't just for city folks!

RACE BEGINS... at 6:00 A.M. sharp! Before the cows come out, and also when the course is a lot harder to distinguish!

WESTERNERS and out-of-towners are equally welcome to enter!

A SPECIAL AWARD WILL BE PRESENTED TO THE RUNNER VOTED AS THE RACE'S BEST C.P.A. (COW PIE AVOIDER).

**SATURDAY, JULY 2, 1983
THE JOHNSON RANCH**



IT'S A MARATHON TO SEPARATE THE MEN FROM THE BOYS... AND BOTH OF THEM FROM THEIR WALLETS!

THE DETROIT INNER CITY 10K "RUN FOR YOUR LIFE"



TEST YOURSELF!

Check out your respiratory limits under a high pressure situation!

* * * * *

ACCEPT THE CHALLENGE!

Try crossing a downtown American city on foot, something the experts say simply cannot be done anymore!

* * * * *

MAKE NEW FRIENDS!

Join the only long distance race where running in large groups is mandatory!



**BEGINNING 9:00 A.M. (BROAD DAYLIGHT)
SUNDAY, JUNE 12, 1983
AT THE RENAISSANCE CENTER, DOWNTOWN**

* * * * * * * * * * * * * * * * *

Your \$8.00 entry fee includes a T-shirt, a can of mace and an Inner-City Phrase Book, should you need to ask directions of the natives during the ordeal.

*** SPONSORED BY: ***

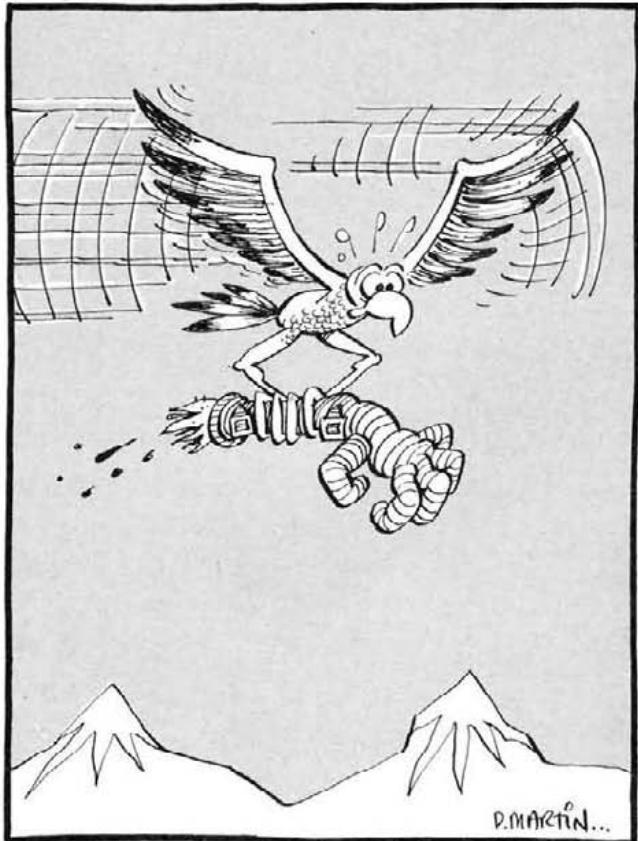
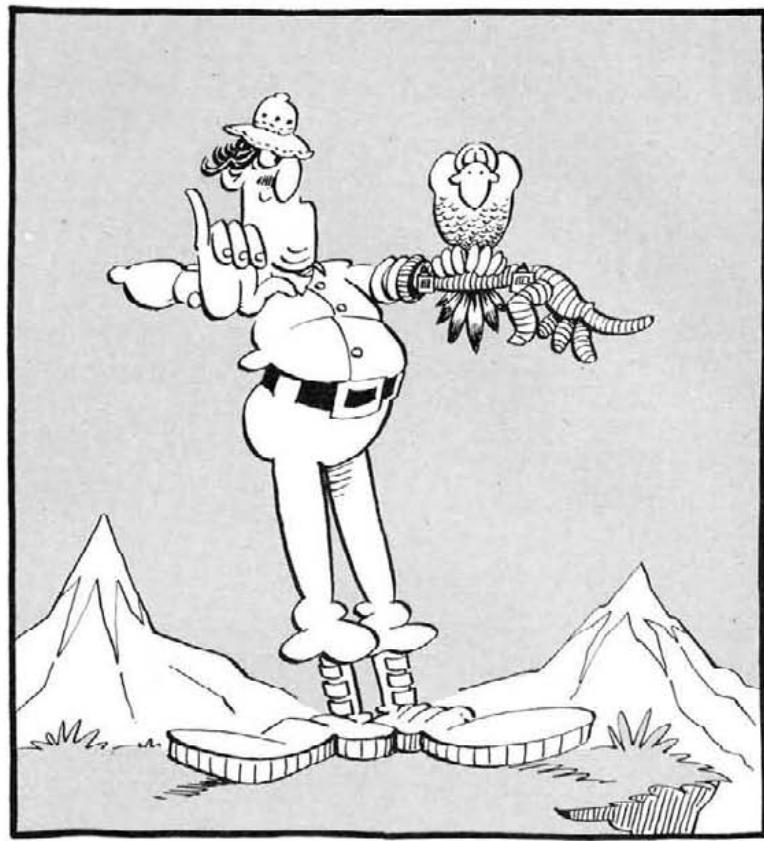
American The Downtown Murphy's Bullet-Proof
Urban League Athletic Club Jogging Suits

SPECIAL ATTRACTION:

Recording star Roy Orbison will officially start the race after singing his hit, "Running Scared"!

REGISTER NOW!!

ONE MEDIEVAL AFTERNOON WHILE FALCONING



SHIFT OF GAB DEPT.

Who knows what a "Non Sequitur" is? Hands, please! Two...three...four! How soon you forget! Because it was just eight short years ago (July, 1974) that we explained what it is...when we ran an article called "Parental Non Sequiturs." Remember? Hands, please! Five...six...seven! Okay, we'll try again. You know how whenever you tell your parents something, no matter how important it is to you, it becomes nothing more than another opportunity for them to zap you with a criticism? Hands, please! Eight million...nine million...ten million! Well, when they do that, they're answering with a "Non Sequitur"—which is Latin for "It does not follow!"—and explains why Latin isn't spoken much any more. In other words, a "Non Sequitur" is something that's said...in response to something that's said...which doesn't make any sense. Like this stupid introduction! So read the article already! It's shorter, and you'll get the idea with:

MORE PARENTAL NON-SEQUITURS

ARTIST: PAUL COKER



WRITER: STAN HART

WHAT YOU SAY TO YOUR PARENTS:



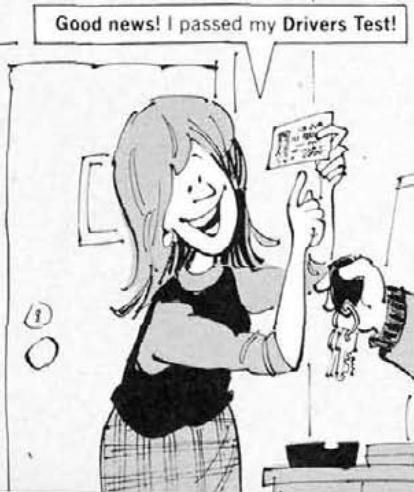
WHAT YOU HOPE THEY WILL SAY:



WHAT THEY WILL PROBABLY SAY:



WHAT YOU SAY TO YOUR PARENTS:



WHAT YOU HOPE THEY WILL SAY:



WHAT THEY WILL PROBABLY SAY:



WHAT YOU SAY TO YOUR PARENTS:

My science teacher says I could be another Albert Einstein!



WHAT YOU HOPE THEY WILL SAY:

I'm so happy for you!!

Now it's important to choose the right college!



WHAT THEY WILL PROBABLY SAY:

I'll bet Einstein never forgot to clean the ring around the tub every time HE took a bath!!



WHAT YOU SAY TO YOUR PARENTS:

Boy...out of **two hundred** applicants, they picked **ME** for the job!



WHAT YOU HOPE THEY WILL SAY:

Son...if they'd had **two hundred THOUSAND** applicants, they **STILL** would have picked you!!



WHAT THEY WILL PROBABLY SAY:

If they'd seen how you spend all your time playing those stupid video games, they'd **KNOW** how terrific you are!!



WHAT YOU SAY TO YOUR PARENTS:

Mom, Dad... Arthur just popped the question... and I said "Yes!"



WHAT YOU HOPE THEY WILL SAY:

I'm so happy for you! Arthur's one lucky guy!

My baby...! My baby...!



WHAT THEY WILL PROBABLY SAY:

And just how long do you think it'll last when he sees how you leave your clothes laying around everywhere?!!



WHAT YOU SAY TO YOUR PARENTS:

My I.Q. results put me in the country's top ten-percentile!



WHAT YOU HOPE THEY WILL SAY:

Not only are you the sweetest girl in the world...

...you're also one of the very smartest! You're just perfect!



WHAT THEY WILL PROBABLY SAY:

I guess in your percentile, it's perfectly all right to go around looking like a slob!!



WHAT YOU SAY TO YOUR PARENTS:

I was elected School President today... by a landslide!!



WHAT YOU HOPE THEY WILL SAY:

Today, President of the School! Tomorrow, President of the United States!!



WHAT THEY WILL PROBABLY SAY:

Tell me, Mr. President! When was the last time you took the dog for a walk??



WHAT YOU SAY TO YOUR PARENTS:

Mom! Dad! I just found out that I made the Dean's List this semester!



WHAT YOU HOPE THEY WILL SAY:

We always knew how smart you were!!

And now everyone else will know!!



WHAT THEY WILL PROBABLY SAY:

You come home late for dinner one more time, and I'll "Dean's List" you one... right across your face!



NOW THAT EVERYONE SEEMS TO BE DRIVING CARS WITH THOSE "PERSONALIZED" LICENSE

PERSONALIZED FOR FICTIONAL AND HIS

ARTIST: BOB CLARKE



FOR ATTILA

HUN-1



FOR TARZAN

SWINGER



FOR VINCENT

GO GOGH



FOR NIKOLAI LENIN

REDHEAD



FOR MARCO POLO

KHAN MAN



FOR EVE

1ST LADY

PLATES, LET'S TAKE A MAD LOOK AT WHAT IT WOULD'VE BEEN LIKE IF THERE'D BEEN

LICENSE PLATES HISTORICAL CHARACTERS

WRITER: FRANK JACOBS

FOR ADOLF HITLER

HEIL ME

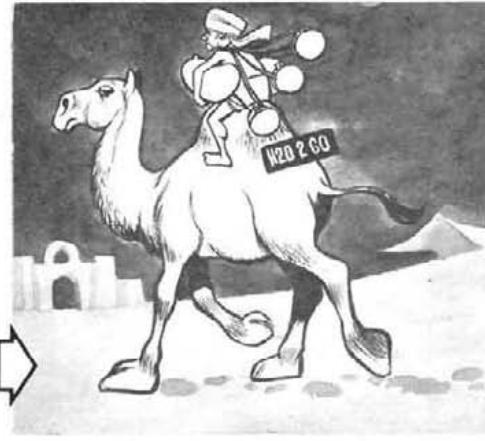


FOR GEORGE PATTON

%#@&!!

FOR THE MARQUIS
DE SADE

BEAT IT



FOR GUNGA DIN

H²O 2 GO



FOR BEETHOVEN

DI-DI-DI-DAH

FOR MOSES

TAKE 10



SICK HUMOR DEPT.

LITTLE-KNOWN AND RARELY DIAGNOSED MAD

"PARKING LOT FOOT FATIGUE"



"FRIGID FREEZER FINGERS"



"AUTOMATIC DOOR CONTUSION"



"CANNED DELICACY NAUSEA"



"THE SOAP AISLE SNEEZING ATTACK"



AILMENTS

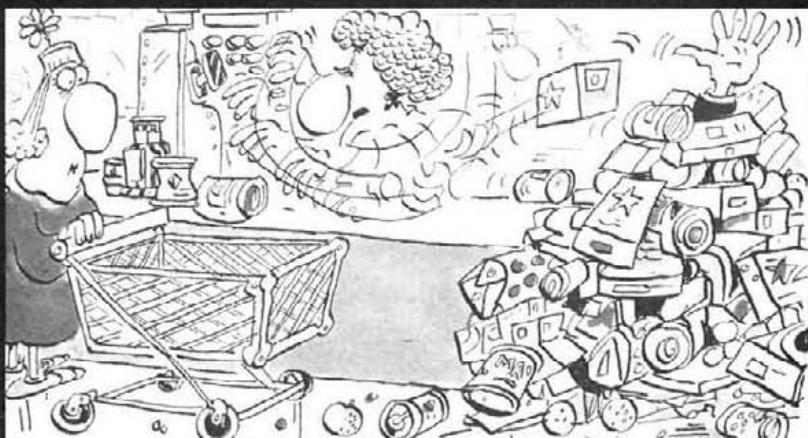
"THE SPEEDING BASKET BASHED ANKLE"



"THE LONG LINE ANGER SPASMS"



"THE CHECK-OUT COUNTER CRUSHED HUSBAND"



CONTRACTED AT...

SUPERMARKETS

ARTIST AND WRITER: DON EDWING

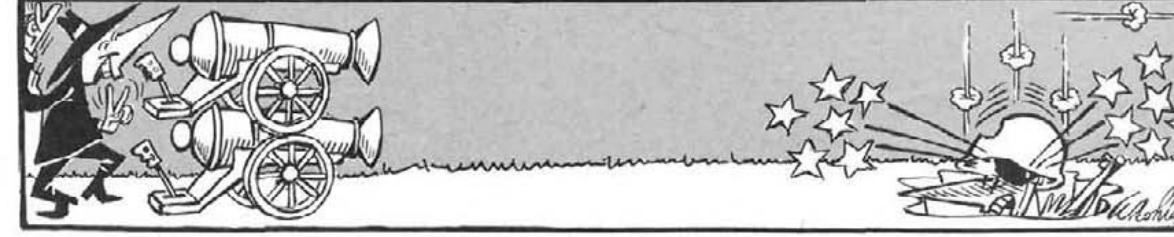
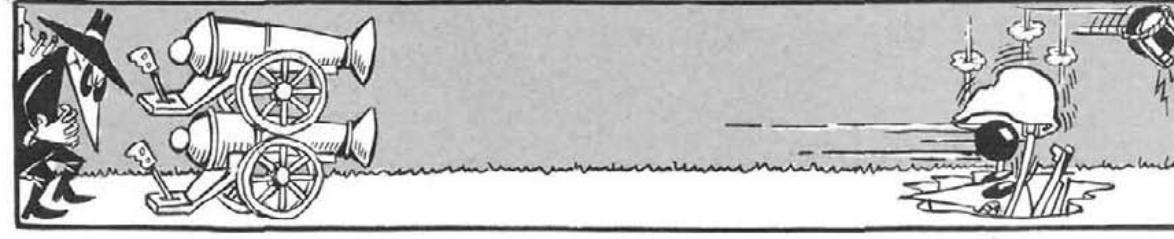
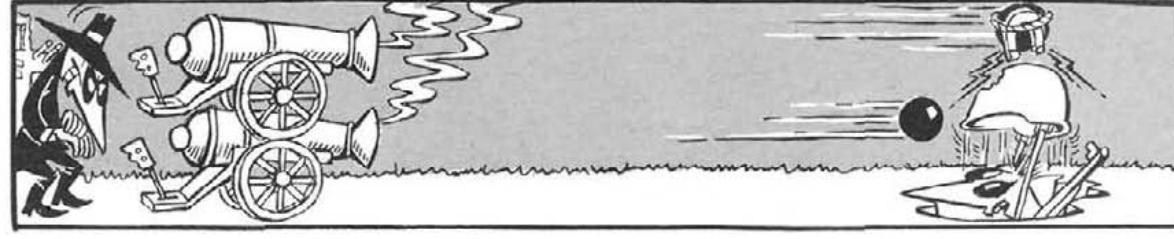
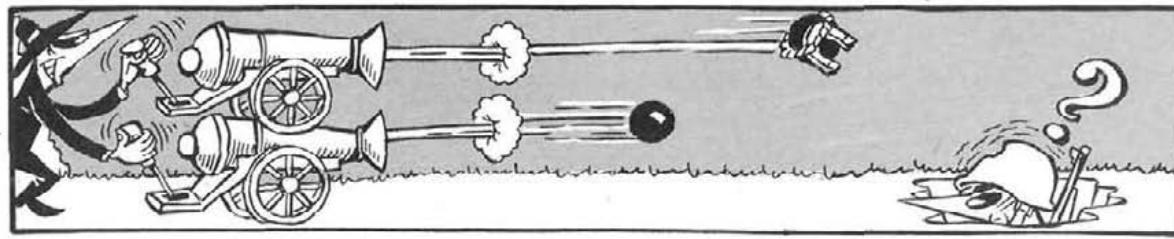
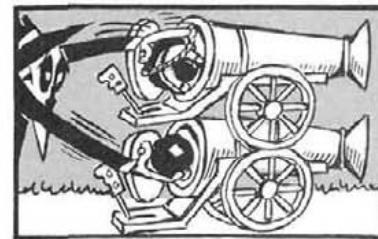
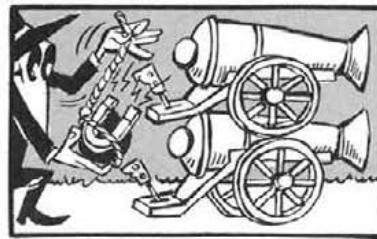
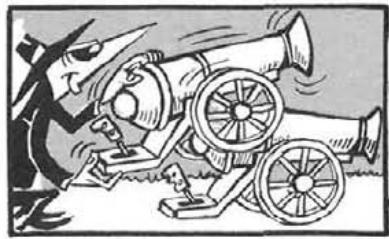
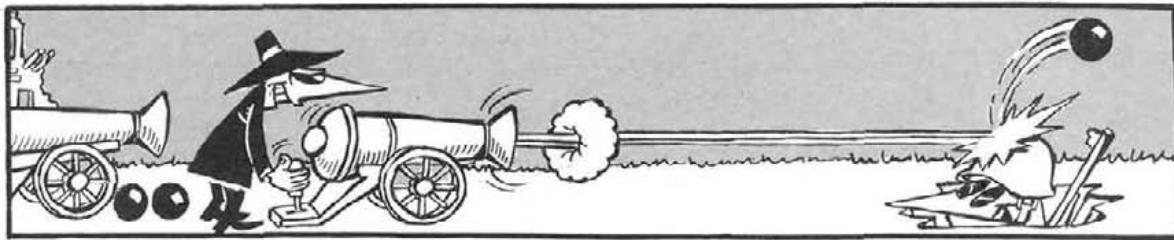
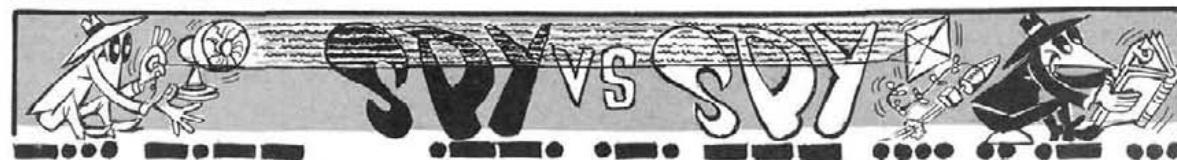
"THE CHECK CASHING ANXIETY ATTACK"



"THE CASH REGISTER TOTAL JAW DROP"



EDWING



WHISKEY WITH AN AMBULANCE CHASER DEPT.

Want to see a picture that deals with important, contemporary problems? A picture that makes you feel as if you've had an enriching experience and that it was worth the five bucks you paid to see it? So would we—and we'd appreciate your letting us know where one is playing! Meanwhile, we'll try to be content with movies like:

ARTIST: ANGELO TORRES

WRITER: STAN HART

THE

VERDICCCH

I'm Hank Gallon!
I used to be a
top-notch lawyer,
but now I'm re-
duced to taking
crummy little
cases like these:

"Tootsie"
Hoffman—
charged
with
imperson-
ating a
woman!

Nick Nutly
and Eddie
Smurphy—
charged with
impersonating
police officers
for 48 HOURS!

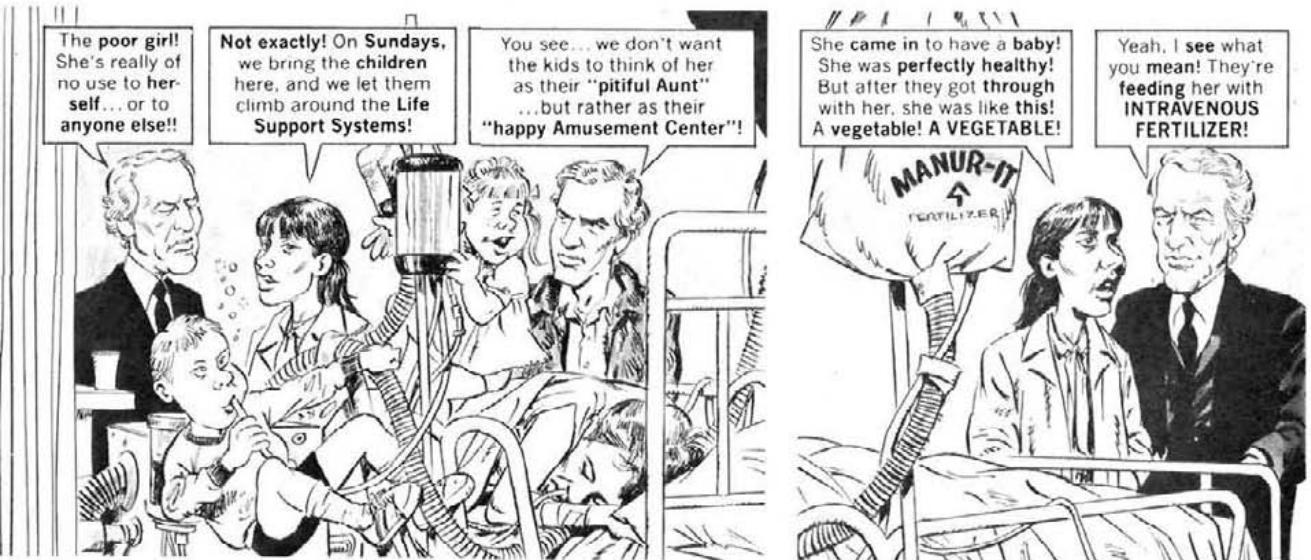
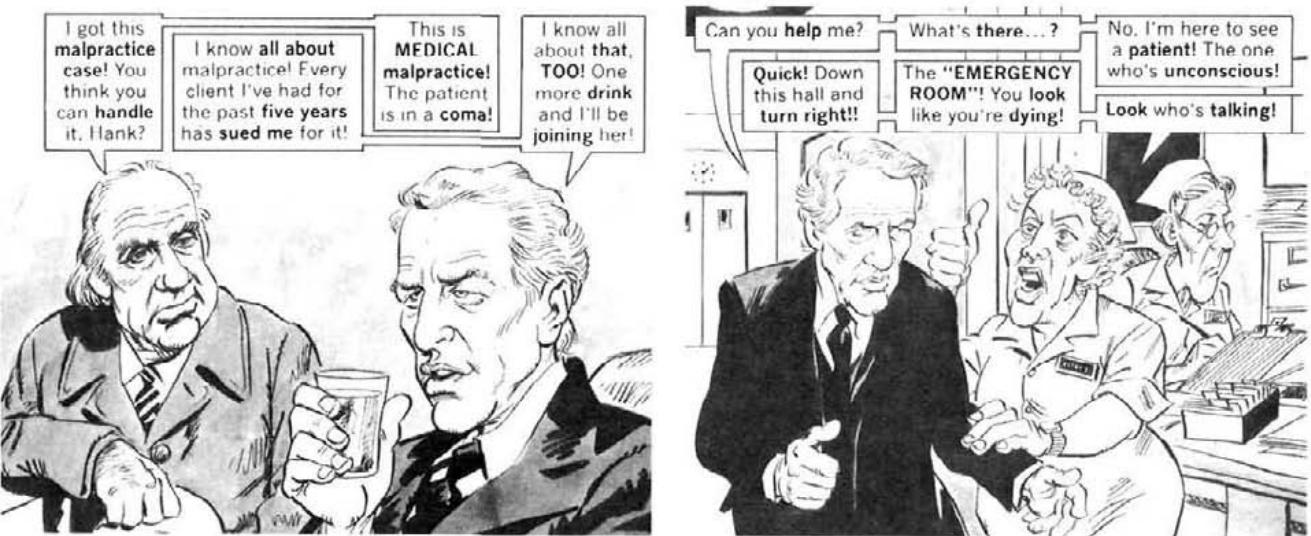
Deadly and Mary
Toiler Moore—
charged with
adulterously
impersonating a
married couple
for SIX WEEKS!

Clint Beastwood
—charged with
creating a pub-
lic nuisance by
impersonating
an actor for
TWENTY YEARS!

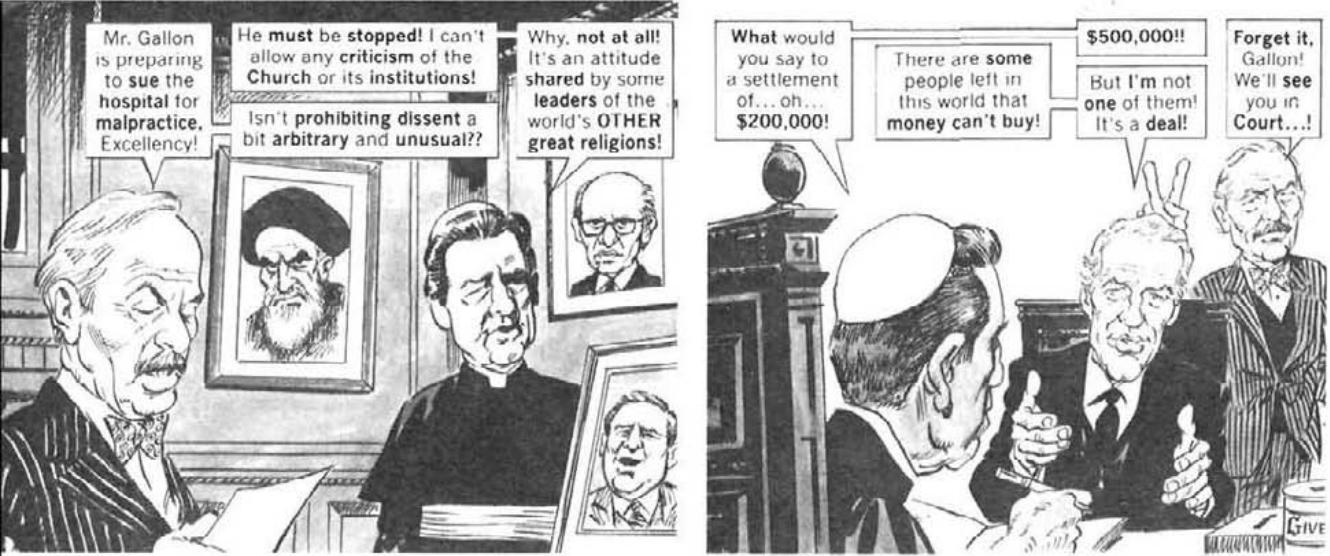
And what's HE
charged with
impersonating?

Nothing!
He's just
a flasher!









All I ask is—you conduct a fair trial... and let the facts speak for themselves!

How dare you imply that I'm not impartial! I get \$65,000 a year from the State to see that Justice is done!

And \$150,000 from US to see that it's not!!

Better take their \$200,000 offer and call off your case! You have no witnesses... and not one shred of hard evidence! You CAN'T WIN!

Really? Well, just supposing I sway the Jury with my eloquence...?!

Then I'd have only one course open to me...! I'd declare a MIS-TRIAL!

How could you turn down their offer of \$200,000 without asking us?!

They were bluffing! I laughed in their faces! But supposing they WEREN'T bluffing...?!

Then I made a tactical error! But at least I got a good LAUGH out of it!



Did you call the doctor who said he would testify at the trial?

He won't be any help! They GOT to him!

I don't believe it! He said there was only ONE THING he loved more than Medicine... and that was THE TRUTH!

Yeah? Well, he told ME there was one thing he loved even MORE than The Truth... a Two-Week, All-Expenses-Paid VACATION IN THE CARIBBEAN!

We have no case! I made a huge mistake, thinking I could win it!

I don't want to hear you talk like that—like a failure! I—I don't want a failure! My first husband was a failure! I can't take another one!

I can't I CAN'T... Where'd you get that kind of talk from...?

From watching the Soaps! What ELSE do I have to do with my time... since I don't work, cook, clean or do ANYTHING in this movie??!



You're our STAR WITNESS, Doctor!

Now... how can you be sure that the doctors who treated my client were bad doctors?

Well, it TAKES one to KNOW one!

Please don't answer the question like that when we get to Court! Now, about your credentials...

I am very proud of them! I am currently the Chief Attending Physician at ringside for all Wrestling Matches in Bayonne!

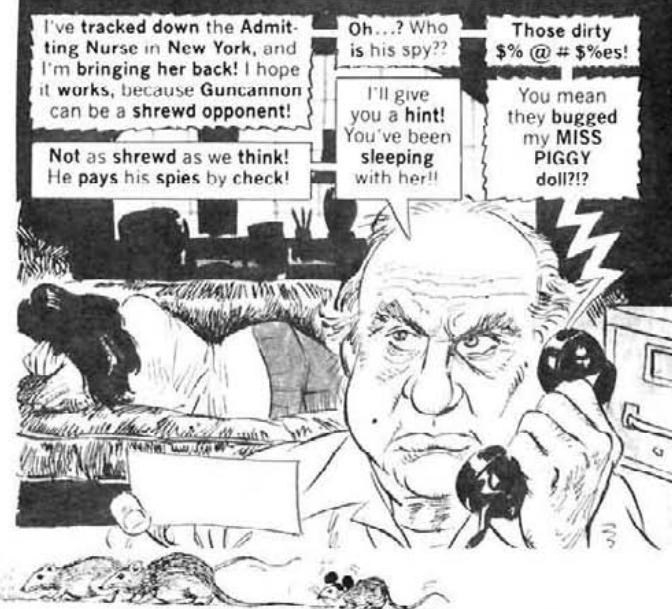
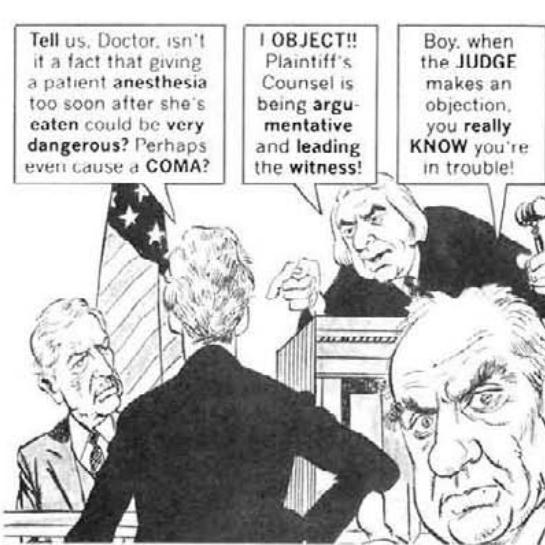
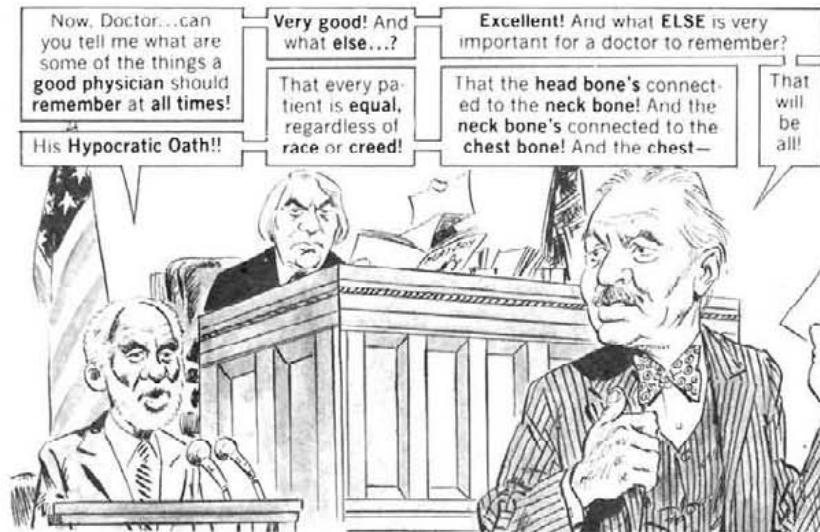
gulp Oh, boy!! And I am also Head of Surgery at all Roller Derby Games in Newark!

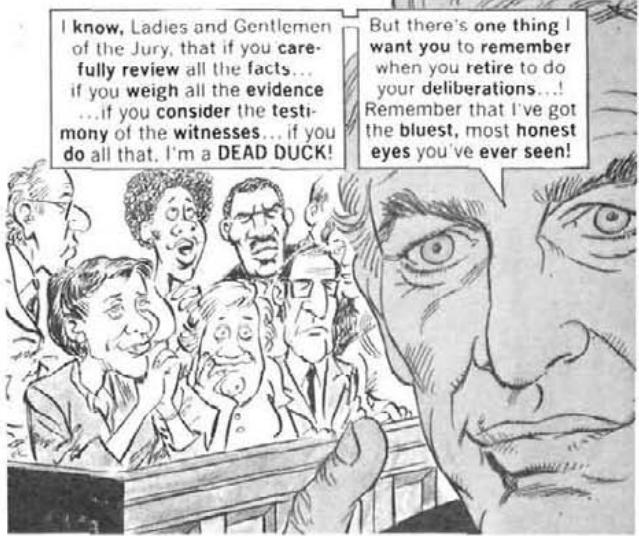
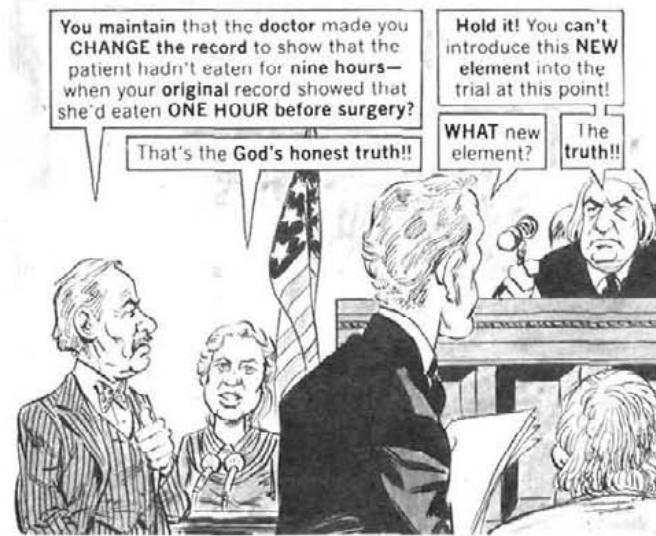
You were present at the operation!! I've got to speak to you. Nurse Brady! Please!

C'mon... dammitt!! Can't you hear the bell ringing?

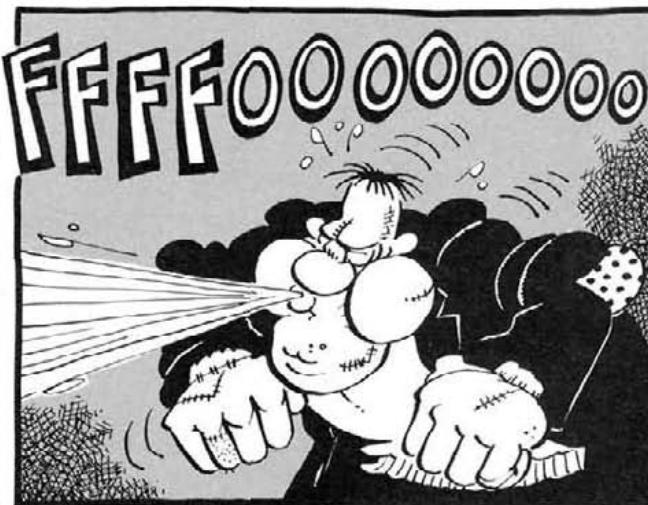
I'm a Registered Nurse, Mister!! I'm TRAINED to IGNORE BELLS!!







ONE SCARY NIGHT WHILE CHASING A MONSTER



WHERE ARE
PUBLIC
EXECUTIONS
SOMETIMES
PERFORMED
TO ENTERTAIN
AN AUDIENCE?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Every society has, at one time or another, held public executions to entertain, frighten or impress its people. To find out where this despicable practice still occurs today, just fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



IN BLOODTHIRSTY SOCIETIES, EXECUTIONS OFTEN
BOOST PUBLIC MORAL. PEOPLE EVEN FIND IT RELAXING
IF THEY HAVE A CLOSE-UP VIEW OF THE SUFFERINGS.

ARTIST & WRITER:
AL JAFFEE

PHOTOGRAPHER: IRVING SCHILD WRITER: BILLY DOHERTY

You found out!

The Truth. That even smoking the one
enjoyable ultra low tar cigarette
doesn't make it any less deadly.

Warning: The Surgeon General Has Determined That
All Cigarette Smoking Is Dangerous To Your Health.

